

## **AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims:**

1. (Currently Amended) An advertisement information providing system comprising a distribution module, comprising:

    a first registration accepting device which accepts registration of advertisement information to be output as advertisement from outside;

    an advertisement information accumulating device which accumulates the advertisement information registered by the first registration accepting device for a predetermined time;

    an outputting device which outputs the advertisement information to a transmitting medium,

    a ranking device which generates a ~~ranking list~~ranking information indicating a rank of the advertisement information; and

    an output module including:

        said transmitting medium used for distributing an output distribution information;

        an obtaining device which obtains said output distribution information from said transmitting medium; and

        an information outputting device which outputs said advertisement information included in said obtained distribution information.

2. (Canceled)

3. (Previously Presented) The advertisement information providing system according to claim 1, wherein said output module further includes:

    a voting accepting device which accepts a voting for ranking said output

advertisement information; and

a voting outputting device which outputs voting information indicating the content of said accepted voting to said distribution module through said transmitting medium, wherein

the ranking device which ranks each of said advertisement information based on said output voting information; and

said distribution module further includes:

a ranking distribution device which distributes said generated ranking list information to each of said output module.

4-7. (Canceled)

8. (Currently Amended) The advertisement information providing system according to claim 1, wherein the distribution module further comprises:

a ~~second~~—registration accepting device that accepts payment of registration fee which ~~should be~~is to be paid by an advertiser who distributes said advertisement information to each of said output module and payment of re-registration fee which ~~should be~~is to be paid when the advertisement ~~information—information is removed from the upper~~an upper rank accumulating device.

9-36. (Canceled)

37. (Currently Amended) The advertisement information providing system according to claim 1, wherein the distribution module further comprises:

a notice device which notices a notice information when the rank of the advertisement information is under a predetermined rank and the advertisement information is accumulated for more than a ~~predetermined time~~predetermined period in the advertisement information accumulating device.

38. (Previously Presented) The advertisement information providing system according to claim 1, wherein the distribution module further comprises:

a first upper rank accumulating device which accumulates the advertisement information having higher rank than a predetermined rank on the base of the ranking list information.

39. (Previously Presented) The advertisement information providing system according to claim 38, wherein the distribution module further comprises:

a new accumulating device which accumulates said advertisement information registered newly; and

a second upper rank accumulating device which accumulates only pieces of said advertisement information having higher rank than the predetermined rank, and

wherein said advertisement information accumulated in both said upper rank accumulating device and said new accumulating device is output.

40. (New) The advertisement information providing system according to claim 1, wherein the output module is configured to process a ranking of the advertisement information.

41. (New) The advertisement information providing system according to claim 1, further including a new matter accumulating device coupled to the advertisement information providing system, the new matter accumulating device being configured to output simultaneously a newly registered advertisement information and a generally liked advertisement information.

42. (New) The advertisement information providing system according to claim 1, wherein the advertisement information is in a plurality of languages.

43. (New) The advertisement information providing system according to claim 1, wherein the distribution module includes a catalog information output device.